

**MONTANA STATE PLAN & POLICY MANUAL**  
**CHAPTER SEVEN**

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Policy Number 7.1  
Breastfeeding Goals and Objectives  
Revised/Effective Date: October 1, 2012

**Title:** Breastfeeding Goals and Objectives

**Purpose**

To provide a description of the State and Local Agency breastfeeding goals and objectives.

**Authority**

US Federal Regulations: 7 CFR 246.11. (b)(7)(1-iv)

**Policy**

The Montana WIC Program will set State and Local Agency goals to promote and support breastfeeding as the optimal way to feed an infant unless there are special health reasons which contraindicate it.

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- I. State Agency Promotion Goal:** Valid and consistent breastfeeding information for the general public and promotion of breastfeeding as the norm in infant feeding.

OBJECTIVE	COMPLETE BY
Provide breastfeeding training using Loving Support Model.	Ongoing
Update Local Agency staff of breastfeeding training available outside of WIC through the weekly newsletter.	Ongoing

- II. State Agency Support Goal:** Establish and maintain local Breastfeeding Peer Counselor Programs that will provide valid and consistent breastfeeding information to WIC women.

OBJECTIVE	COMPLETE BY
Maintain the eleven (11) local breastfeeding peer counselor programs. Seek additional funds when available.	Ongoing
Review breast pump usage and encourage Local Agencies to utilize the multi-user pumps when an electric pump is indicated.	Ongoing

- III. Local Agency Prenatal Goal:** Prenatal women will receive valid and consistent breastfeeding education so they will be able to make an informed decision regarding their choice of infant feeding.

OBJECTIVE	COMPLETE BY
All prenatal women determined eligible will be given the opportunity to learn about the benefits of breastfeeding for her and her baby.	Ongoing
Through assessment of need, women desiring more information at follow-up visits will be provided with appropriate education, resources and/or referrals.	Ongoing

- IV. Local Agency In-Hospital Goal:** Valid and consistent breastfeeding information will be provided to the hospital so women who choose to breastfeed their infants will be supported in their decision.

OBJECTIVE	COMPLETE BY
The Local Breastfeeding Coordinator will take a leadership role in establishing a working relationship with the local hospital, specifically, the nursery staff, pediatricians, family physicians and obstetricians to increase promotion of breastfeeding within the community.	Ongoing
If this linkage is already established and working, the Local Breastfeeding Coordinator will continue to facilitate the necessary changes by collaboration with the physicians and other health professionals.	Ongoing
The Local Breastfeeding Coordinator will work with community resources and keep them apprised of the support WIC can offer.	Ongoing

- V. Local Agency Postpartum Goal:** Valid and consistent breastfeeding information will be made available to all women on WIC.

OBJECTIVE	COMPLETE BY
The Local Breastfeeding Coordinator will take a leadership role in establishing a working relationship with the local hospital and other health professionals to exchange current breastfeeding information so valid and consistent knowledge is maintained.	Ongoing
Women who initiate breastfeeding will receive follow-up on answers to questions and concerns.	Ongoing